

ADMISSION NUMBER											

School of Business
Bachelor of Business Administration
Semester End Examination - Nov 2023

Duration : 180 Minutes
Max Marks : 100

Sem V - D1UA503T - E-Business

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

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| 1) | How many main types of E-Commerce are there? | K1 (2) |
| 2) | Show examples of companies that have successfully integrated cross-functional applications in their E-Business operations. | K2 (4) |
| 3) | Illustrate the key components of a successful e-business strategy? | K2 (6) |
| 4) | Select the process of strategy formulation for E-Business design, considering market trends and customer needs. | K3 (9) |
| 5) | Identify the critical success factors for an e-business startup? | K3 (9) |
| 6) | Evaluate the benefits of cloud computing for small and medium-sized enterprises (SMEs). Compare how cloud-based solutions can level the playing field and provide competitive advantages for SMEs. | K5 (10) |
| 7) | Classify a green computing initiative for a large organization to optimize energy consumption and reduce electronic waste. | K4 (12) |
| 8) | Agree or disagree with the assertion that "E-Commerce platforms are replacing brick-and-mortar stores." Justify your position and evaluate the coexistence and interplay between online and offline retail experiences. | K5 (15) |
| 9) | Agree or disagree with the statement: "E-Commerce is reshaping traditional retail models." Provide reasons for your stance and synthesize how E-Commerce is impacting consumer behavior and business strategies. | K5 (15) |
| 10) | Analyze the Service Excellence Model and the Continuous Innovation Excellence Model in-depth. Compare and contrast their fundamental principles, methodologies, and organizational implications. Provide detailed examples of companies that have successfully implemented these models, highlighting how they have contributed to sustained growth, elevated customer satisfaction, and the cultivation of a culture of innovation within the organizations. | K6 (18) |